



## **New Year's Resolutions**

Fieldwork Dates: 9th - 19th December 2019

**Conducted by YouGov  
On behalf of YouGov RealTime**

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## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [realtime.us@yougov.com](mailto:realtime.us@yougov.com) quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1051 adults. Fieldwork was undertaken between 9th - 19th December 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov RealTime

## New Year\_s Resolutions

US\_nat Sample: 9th - 19th December 2019



Total	Gender		Age			Region					
	Male	Female	18-34	35-54	55+	British Columbia	Prairies	Atlantic	Northern	Ontario	Quebec

rrr\_q1. Did you make New Year's resolutions for 2019?

Unweighted base	1051	512	539	269	340	442	129	193	72	4	404	249
Base: All COUNTRY Adults	1051	517	534	279	335	437	137	191	71	3	405	244
Yes, and I stuck to all of my resolutions	5%	7%	3%	6%	8%	2%	5%	2%	5%	-	7%	4%
Yes, and I stuck to some of my resolutions, but not all of them	15%	16%	15%	23%	14%	11%	19%	13%	13%	-	16%	16%
Yes, but I didn't stick to any of my resolutions	8%	7%	9%	10%	9%	6%	9%	7%	5%	-	8%	8%
No, I didn't make any New Year's resolutions for 2019	68%	67%	69%	57%	64%	79%	62%	77%	77%	100%	64%	69%
Don't know	3%	3%	4%	4%	5%	2%	4%	2%	1%	-	5%	3%

rrr\_q2. Do you plan to make New Year's resolutions for 2020?

Unweighted base	1051	512	539	269	340	442	129	193	72	4	404	249
Base: All COUNTRY Adults	1051	517	534	279	335	437	137	191	71	3	405	244
Yes, I do	29%	25%	32%	40%	30%	20%	35%	25%	31%	29%	29%	28%
No, I don't	58%	62%	54%	45%	56%	68%	54%	65%	64%	29%	55%	60%
Don't know	13%	12%	14%	14%	14%	12%	12%	11%	6%	42%	17%	12%

rrr\_q3. What percentage of the adult population, if any, do you believe managed to keep all of its New Year's resolutions from last year? Please enter your response rounded to the nearest whole number in the box below.

Unweighted base	1051	512	539	269	340	442	129	193	72	4	404	249
Base: All COUNTRY Adults	1051	517	534	279	335	437	137	191	71	3	405	244

rrr\_q4. Which, if any, of the following New Year's resolutions do you plan to make for 2020? Please select all that apply.

Unweighted base	440	191	249	148	151	141	60	68	26	3	182	101
Base: All COUNTRY Adults who plan to make New Year's Resolutions or don't know yet	439	194	245	152	149	138	63	67	26	2	183	97
Lose weight	42%	30%	51%	35%	39%	53%	32%	51%	56%	40%	43%	35%
Exercise more	51%	44%	58%	53%	47%	54%	53%	65%	58%	100%	46%	49%
Eat healthier	48%	45%	51%	50%	45%	49%	60%	49%	48%	70%	47%	42%
Stop drinking completely	4%	7%	2%	7%	3%	4%	3%	-	-	40%	6%	5%
Drink less	10%	12%	8%	13%	9%	6%	15%	9%	8%	-	9%	8%
Stop smoking completely	14%	17%	11%	10%	15%	16%	10%	9%	28%	40%	14%	14%
Smoke less	9%	13%	7%	10%	11%	6%	5%	6%	4%	30%	12%	10%
Get more sleep	29%	22%	35%	31%	30%	26%	25%	44%	27%	70%	26%	28%
Reduce stress	35%	30%	40%	38%	36%	32%	31%	29%	30%	70%	37%	41%
Stick to a budget	33%	27%	37%	34%	29%	34%	25%	31%	28%	40%	33%	39%
Save money	49%	39%	57%	58%	47%	40%	43%	50%	48%	70%	49%	52%
Travel more	20%	17%	22%	20%	17%	23%	12%	24%	24%	40%	21%	19%
Improve relationships/spend more time with family	28%	25%	29%	31%	24%	27%	31%	30%	22%	40%	29%	23%
Make more friends	18%	18%	17%	25%	15%	13%	19%	15%	16%	40%	20%	15%
Improve my relationship with my partner	20%	22%	19%	24%	17%	21%	26%	17%	12%	40%	23%	16%
Find love/start a romantic relationship	12%	15%	9%	16%	9%	9%	15%	8%	7%	-	11%	16%
Dress better/Improve my sense of style	15%	13%	17%	22%	12%	11%	15%	15%	-	40%	16%	16%
Learn a new skill	26%	25%	26%	35%	26%	16%	30%	23%	15%	70%	30%	19%
Spend more time volunteering in my community	13%	12%	14%	16%	11%	12%	21%	17%	8%	40%	12%	9%
Focus on my spiritual growth	23%	20%	26%	24%	19%	27%	16%	39%	17%	40%	22%	23%
Spend less time on social media	17%	14%	19%	27%	10%	14%	17%	24%	4%	70%	16%	17%
Get a better job	20%	21%	18%	28%	21%	8%	21%	11%	19%	29%	18%	28%
Get promoted and/or get a raise at my current job	8%	11%	6%	15%	7%	2%	2%	6%	-	-	10%	12%
Spend less time focused on work	7%	8%	6%	11%	6%	3%	11%	3%	4%	40%	5%	9%
Other	4%	4%	4%	5%	3%	4%	7%	3%	-	-	3%	6%
Don't know	7%	8%	6%	7%	9%	6%	5%	7%	4%	-	8%	8%

rrr\_q5. How confident, if at all, are you that you will generally be able to stick to your New Year's resolutions for 2020?

Unweighted base	440	191	249	148	151	141	60	68	26	3	182	101
Base: All COUNTRY Adults who plan to make New Year's Resolutions or don't know yet	439	194	245	152	149	138	63	67	26	2	183	97

# YouGov RealTime

## New Year\_s Resolutions

US\_nat Sample: 9th - 19th December 2019



Total	Gender		Age			Region						
	Male	Female	18-34	35-54	55+	British Columbia	Prairies	Atlantic	Northern	Ontario	Quebec	
nt	18%	21%	15%	16%	25%	12%	10%	15%	13%	-	22%	17%
nt	54%	48%	59%	54%	47%	61%	63%	53%	61%	71%	49%	55%
nt	17%	19%	16%	23%	15%	14%	16%	18%	18%	29%	18%	17%
nt	2%	4%	1%	2%	3%	2%	3%	1%	4%	-	2%	2%
w	9%	9%	9%	6%	10%	12%	8%	12%	4%	-	9%	8%

rrr\_q6. Are your 2020 resolutions the same as your 2019 resolutions? Please select the option that best applies.

Unweighted base	208	100	108	76	73	59	33	31	14	-	86	44
<b>Base: All COUNTRY Adults who made resolutions for 2019 and plan to make New Year's Resolutions for 2020</b>	208	102	106	78	72	58	35	31	14	-	85	43
Yes, they are	20%	24%	16%	17%	19%	23%	18%	16%	19%	-	22%	18%
Some of them are, but I also have some new ones for 2020	67%	57%	76%	67%	67%	65%	64%	70%	59%	-	66%	69%
No, none of them are	13%	17%	8%	14%	12%	11%	18%	11%	21%	-	9%	13%
Don't know	1%	2%	1%	3%	1%	-	-	3%	-	-	2%	-

rrr\_q7. If you had to guess, to what extent do you believe that your life will be better or worse in 2020 compared to 2019?

Unweighted base	1051	512	539	269	340	442	129	193	72	4	404	249
<b>Base: All COUNTRY Adults</b>	1051	517	534	279	335	437	137	191	71	3	405	244
I think my life will be much better in 2020	19%	16%	21%	25%	23%	11%	13%	18%	14%	29%	20%	21%
I think my life will be somewhat better in 2020	32%	32%	32%	37%	34%	27%	35%	26%	33%	-	33%	32%
I think my life will be neither better nor worse in 2020	31%	33%	29%	22%	25%	42%	35%	29%	38%	50%	29%	33%
I think my life will be somewhat worse in 2020	9%	11%	7%	7%	7%	12%	7%	12%	11%	21%	10%	5%
I think my life will be much worse in 2020	3%	4%	2%	3%	2%	4%	2%	7%	2%	-	2%	2%
Don't know	6%	4%	8%	7%	9%	4%	8%	7%	2%	-	6%	6%

Cell Contents (Column Percentages)